

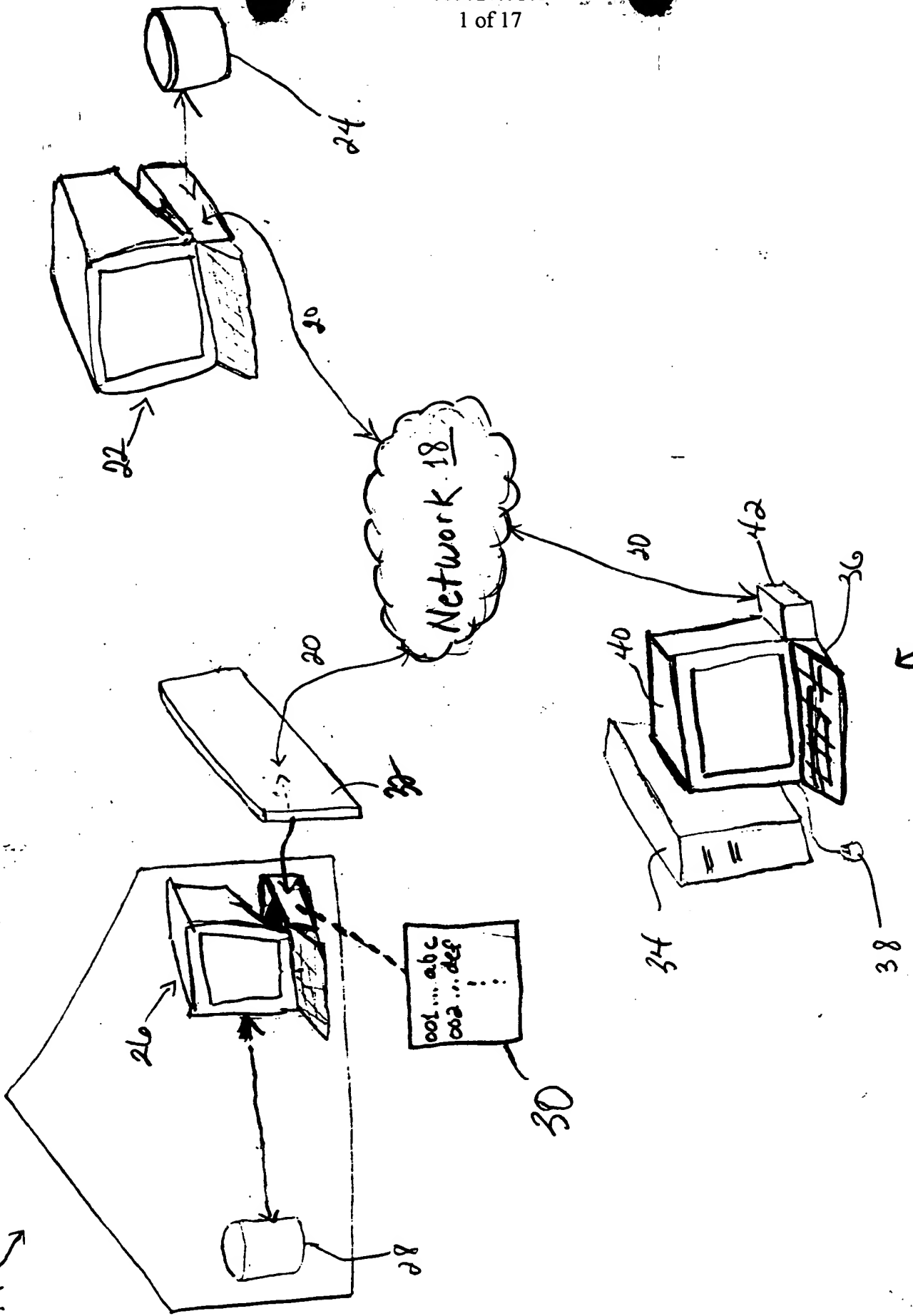
FIGURE 1

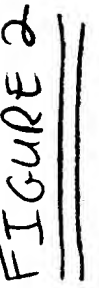
12

065027.0103

10

14





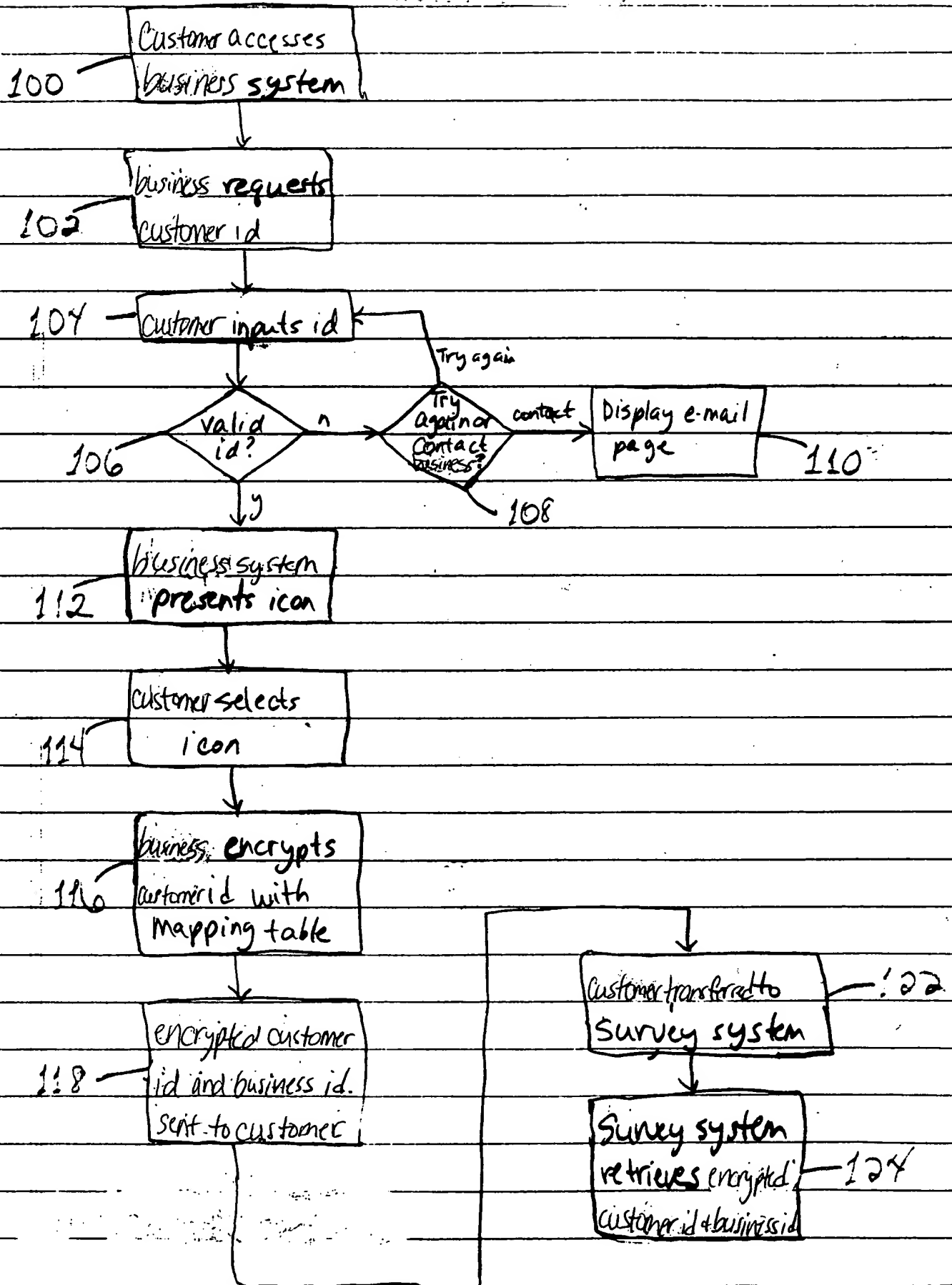
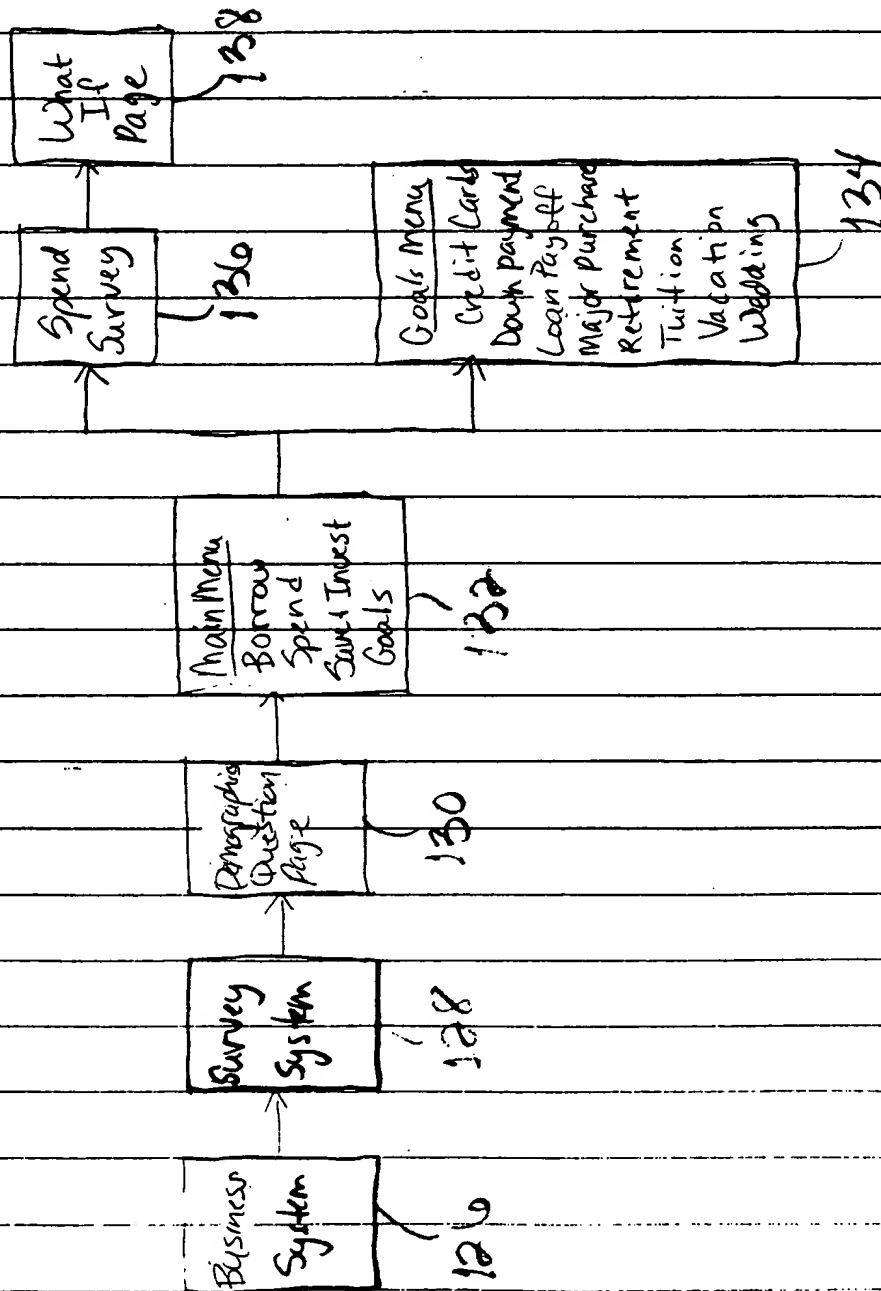
**FIGURE 3**

FIGURE 4a



126
128
130
132
134
136
138

126
128
130
132
134
136
138



FIGURE 16



Your ad here!

ENTER CURRENT INFORMATION

Current Salary:

PLAY WHAT IF'S HERE

Retirement Age:

Monthly Savings:

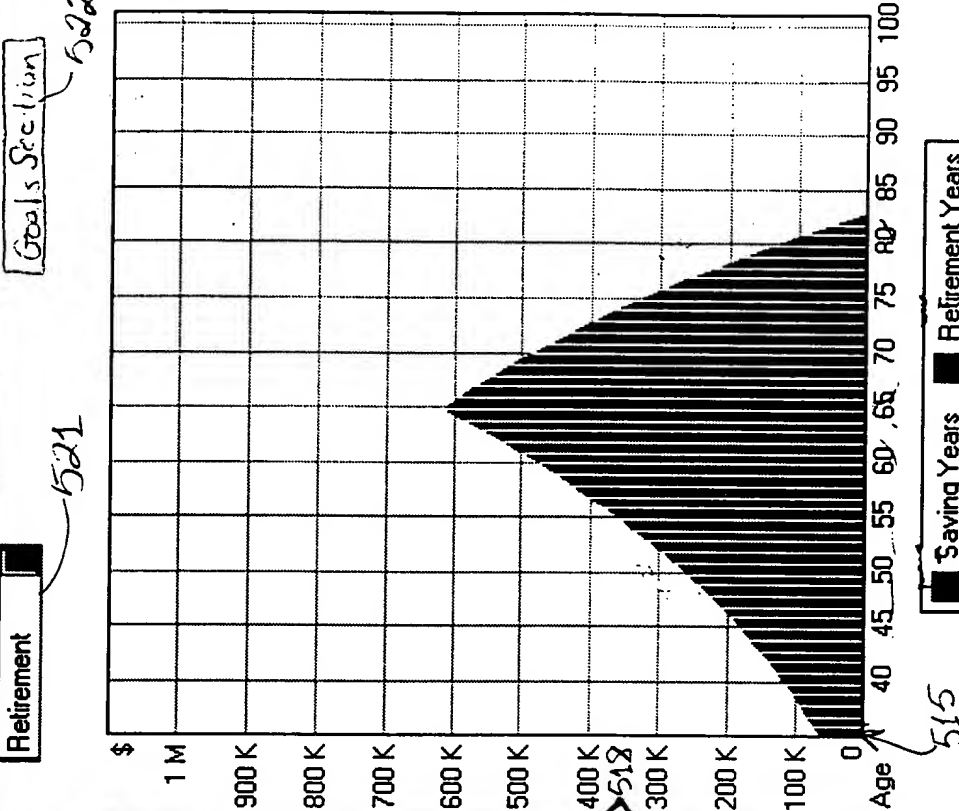


FIGURE 4c



SPEND

MoneyMatch

522

Spend section

Where does the single largest portion of your after-tax income go?

524

528

526



Credit Cards/
Personal loans



Education/
Tuition



Food/
Clothing



Insurance



Mortgage



Rent



Savings/
investments

???

I don't know

525

Figure 4d



SPEND

MoneyMatch

Spend section

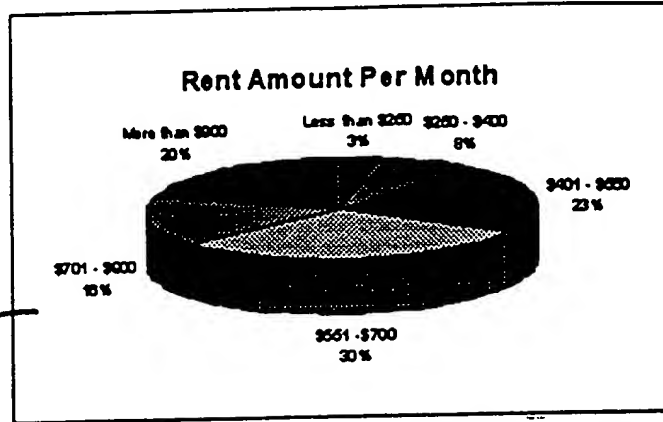
HOW YOU MATCH UP WITH YOUR PEERS

522

538

540

530



519



520

The largest portion of people in your peer group have rented for 3 to 5 years, and foresee purchasing a home in 1 to 2 years.

532

FIGURE 4e

MoneyMatch - Microsoft Internet Explorer

Address: <http://www.moneymatch.com/whallFrame.asp>

MoneyMatch

Go to... Save section

SAVE

Play What Ifs!

Age Income Children

Where Invested for Retirement

Investment Type	Percentage
None	10%
Pension	10%
Keogh	10%
401K	50%

The largest portion of your peers have their retirement funds invested in other.

exit

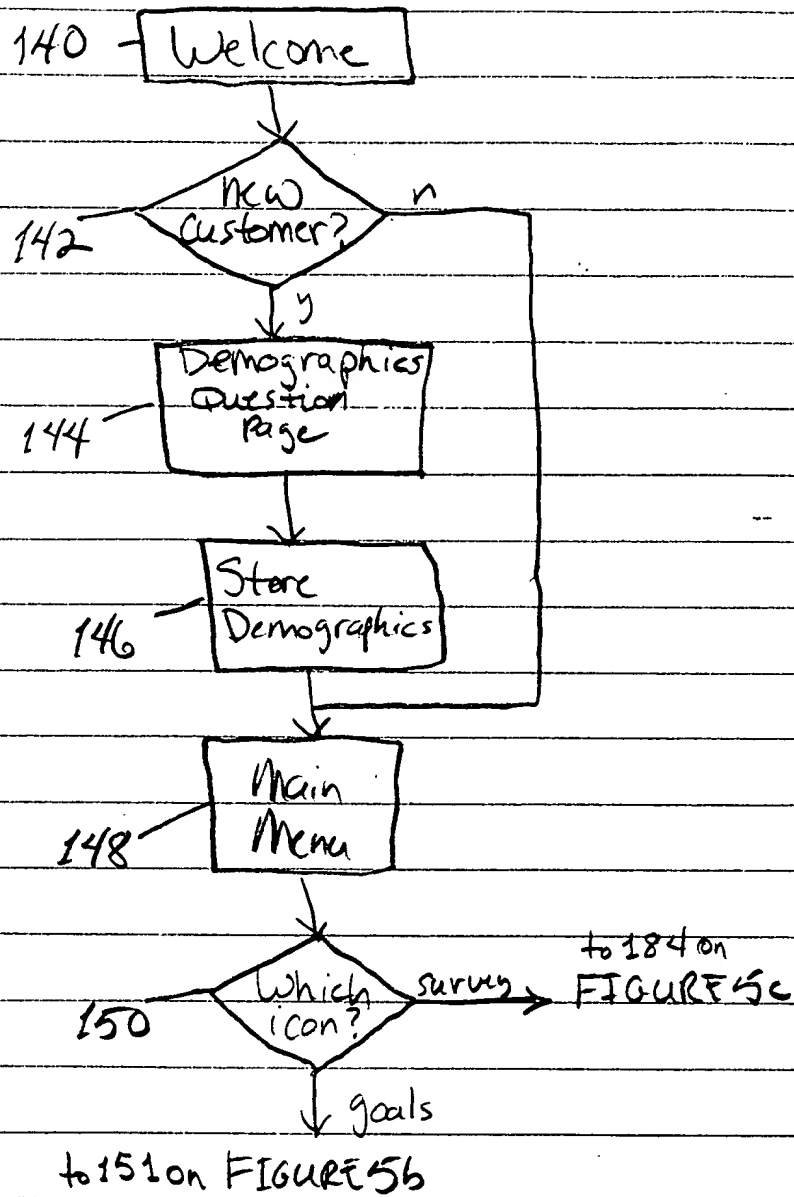
Bank

Your ad here!

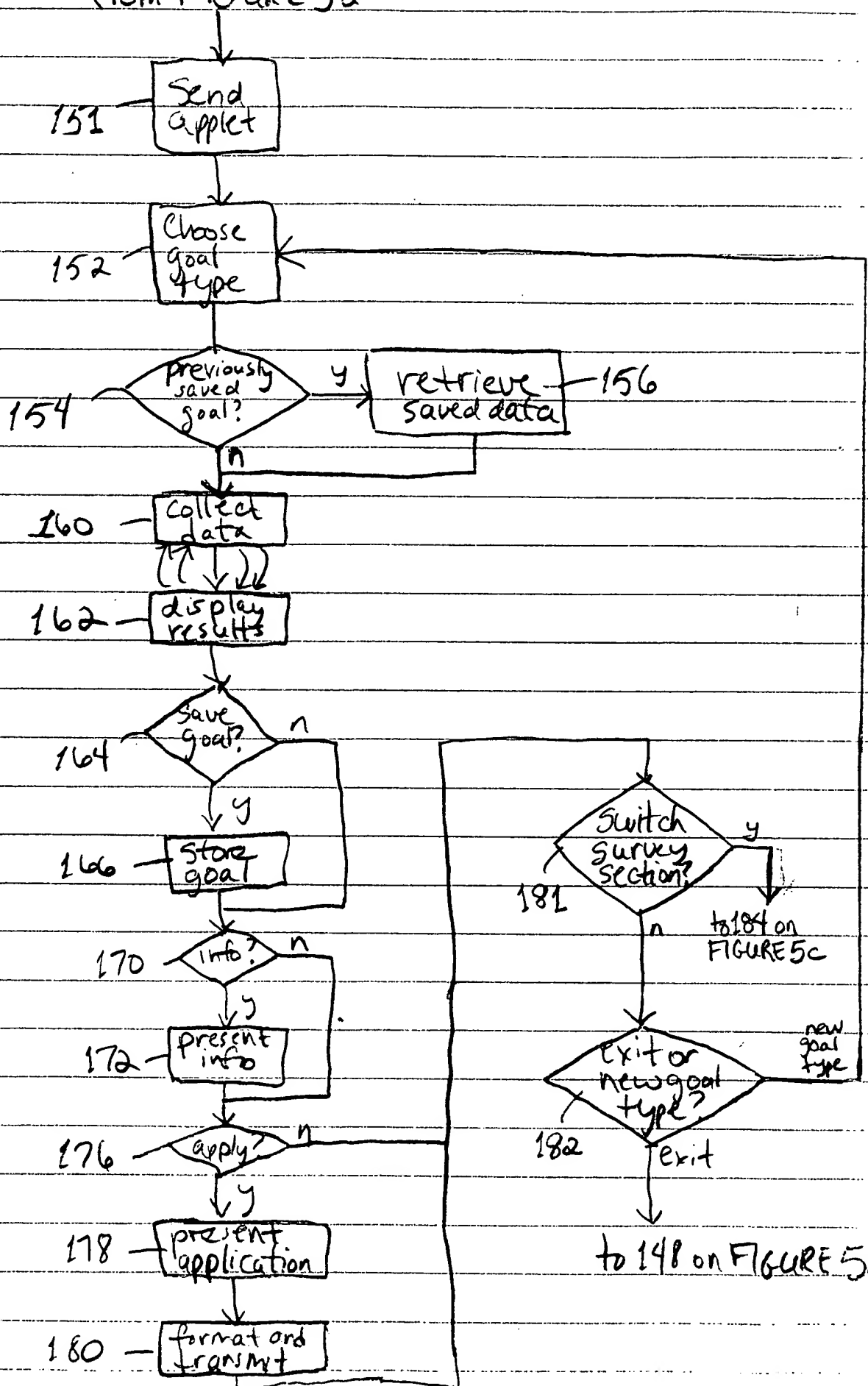
MoneyMatch - Microsoft Internet Explorer

2:33 PM

FIGURE 4f

FIGURE 5a

from FIGURE 5a

FIGURE 5b

from FIGURE 5a

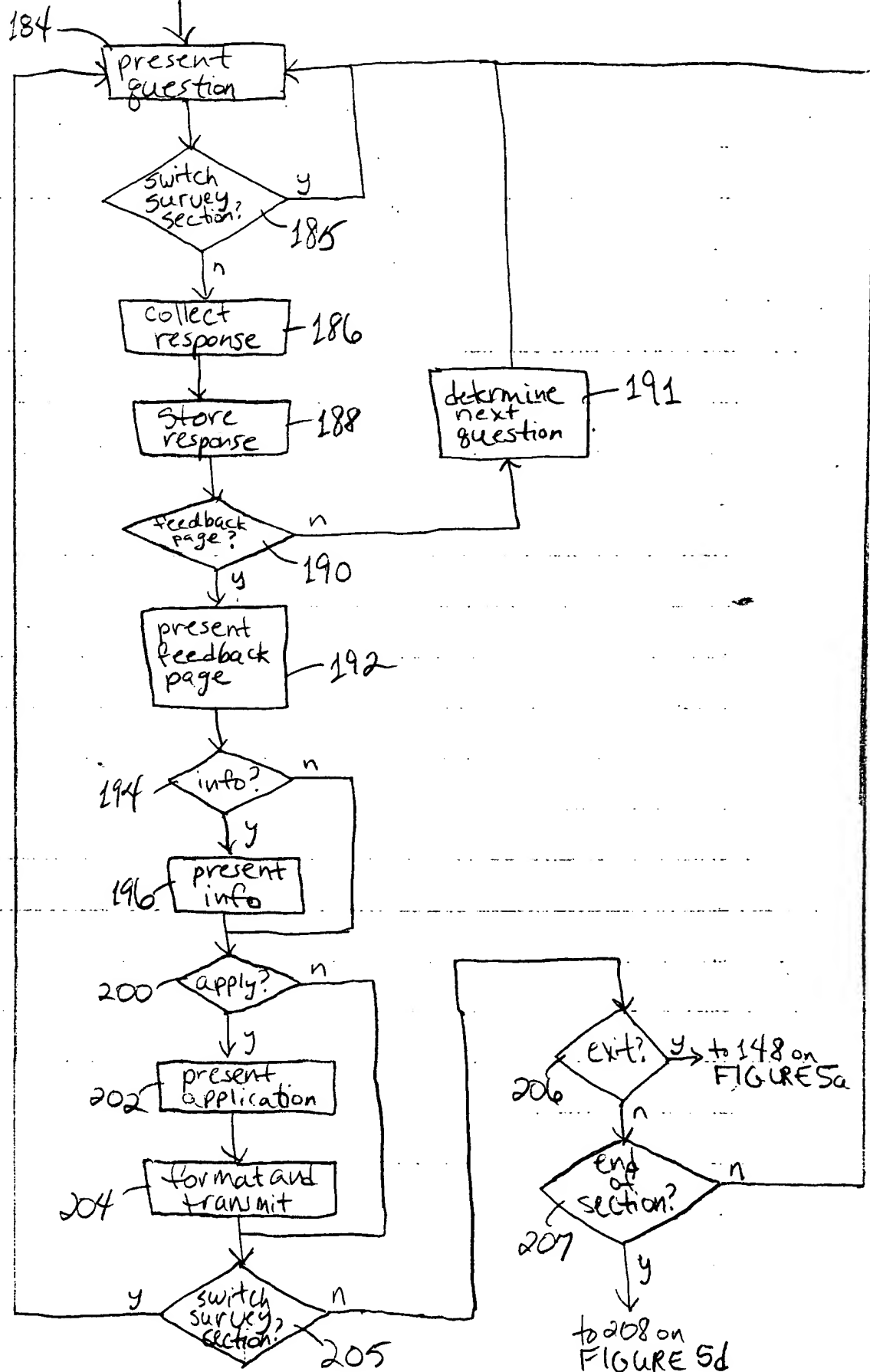
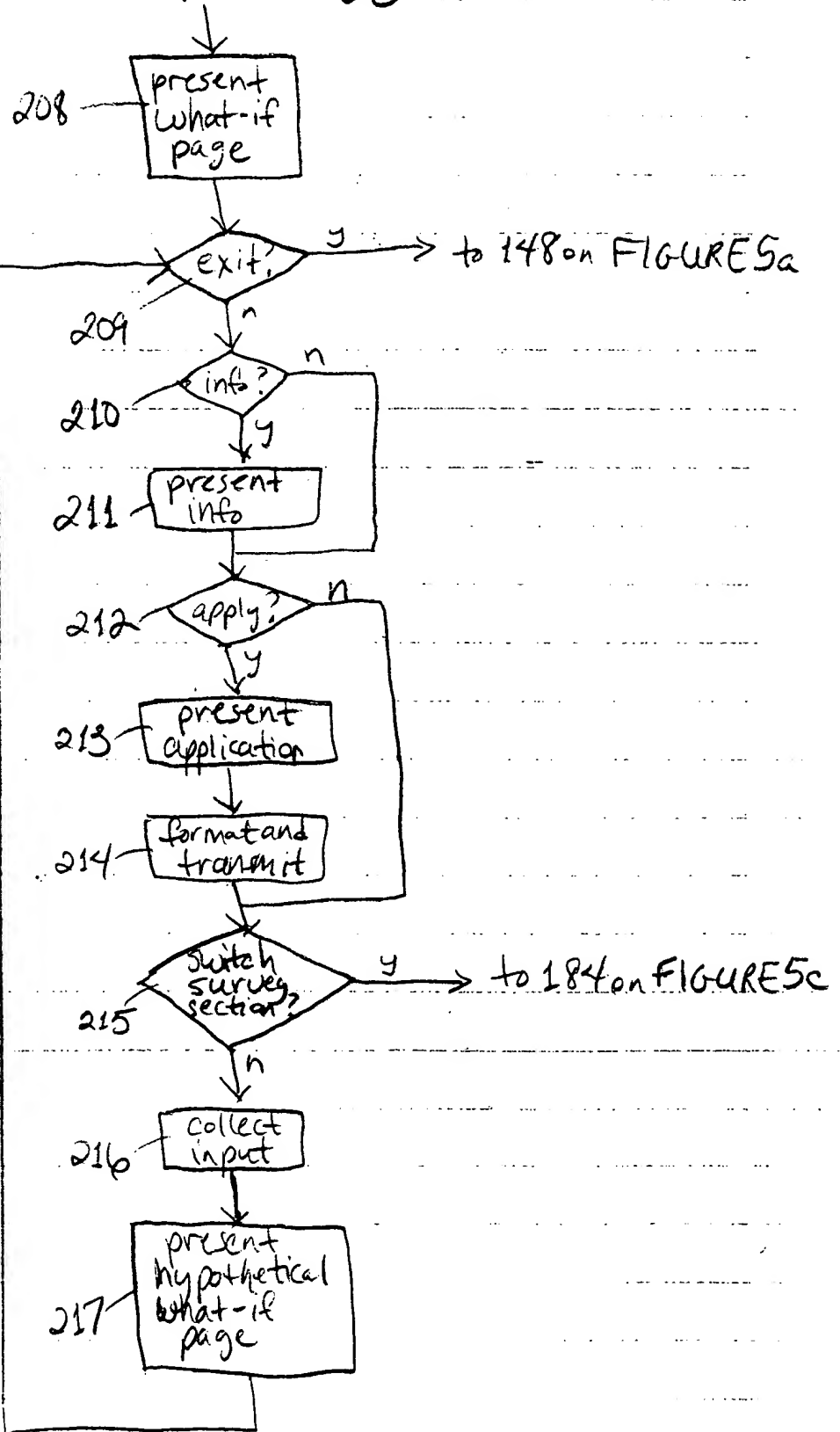


FIGURE 5c

from FIGURE 5c

FIGURE 5d

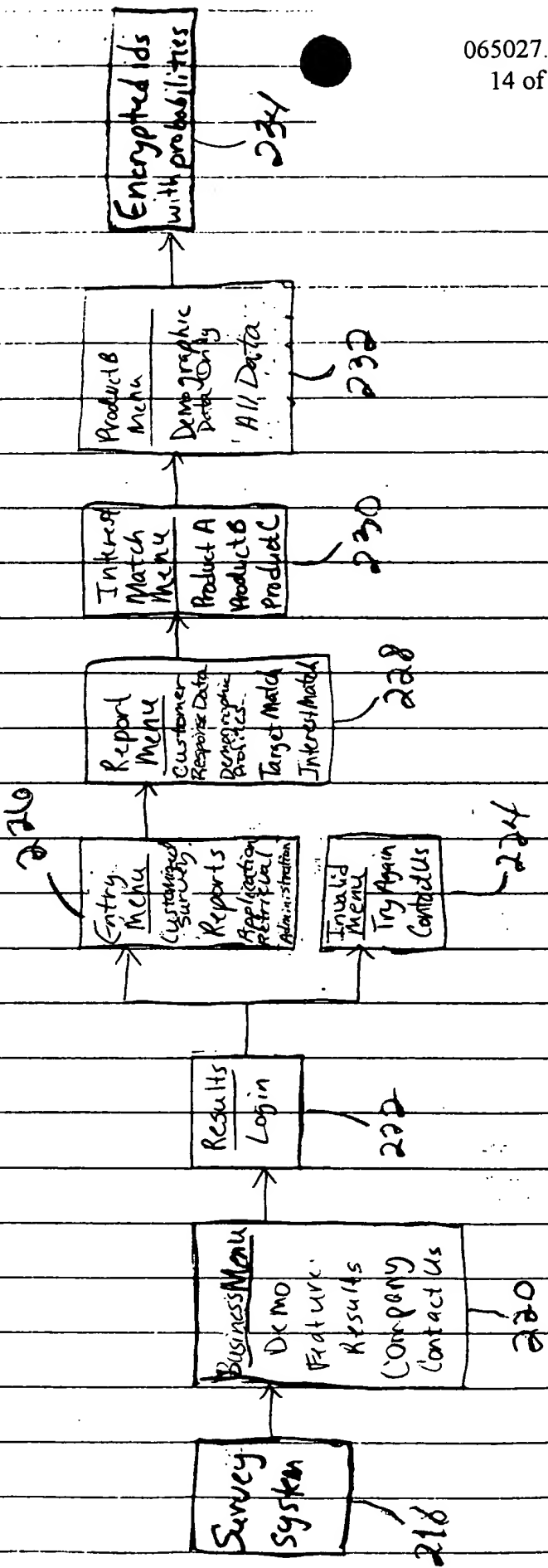


FIGURE 6a

bank's pad

InterestMatch

556 — Results based on All Data

DEBIT CARD — 558

<u>Customer Identification Number</u>	<u>Probability of Purchase</u>	<u>Link to Probability Profile</u>
635891	88%	<u>probability profile 1</u>
215389	59%	<u>probability profile 2</u>
946774	23%	<u>probability profile 3</u>
and so on		

[Note: Individuals who answered ~~that~~ they already have this type of product/service are not included in the report].

Probability Profiles:

<u>Profile Number</u>	<u>Probability</u>	<u>Profile Description</u>
1	88%	Number of Children <= 1 Income <= \$59,999 Enjoy tracking investments = Very Much Dream car = Sports car or Sport Utility Vehicle
2	59%	Gender = Female Education = Post graduate degree Vehicles = American and Foreign Vehicles = Leased Credit card balance = Pay off each month
3	23%	Neighborhood = Suburb or Rural Children => 3 Income Source = Pension Vehicles = American Hobby spending = \$250 to \$500 per month

FIGURE 6b

4/8/98

Target Watch™ Report

Requests from visitors for information about products

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16 of 17

Download as a text file (683 bytes)

Product	This Month			This Year		
	Info	Apply	Submit	Info	Apply	Submit
Credit Cards	(4)	1	0	10	5	2
Loans	0	0	0	2	2	1
Type of Vehicles	2	3	0	7	7	1
Leased Vehicles	0	0	0	0	0	0
Purchased vehicles	0	0	0	0	0	0
Vehicles	1	0	0	1	0	0
No Vehicles	0	0	0	0	0	0
Spending	1	1	0	4	1	0
Rent	0	0	0	0	0	0
Mortgage	0	0	0	1	0	1
Use of Income	0	0	0	1	31	29
Method of Payment	1	1	0	1	3	1
Credit Cards	0	0	0	0	0	0
Debit Cards	0	0	0	0	0	0
Clubs	0	0	0	0	0	0
Hobby	0	0	0	0	0	0
Clothes Shopping	0	0	0	0	0	0
Retirement Plans	1	0	0	1	0	0
Savings	4	4	0	4	4	0
Approach Investments	0	0	0	0	0	0
Level of Risk	0	0	0	0	0	0
Track investments	0	0	0	0	0	0
Savings	0	0	0	0	0	0
Goals	2	1	0	3	2	1

← 600

[MoneyMatch Results](#) | [IgniteSales Home](#) | [Raw Data](#) | [Demographic Profiles](#) | [TargetMatch](#) | [InterestMatch](#)

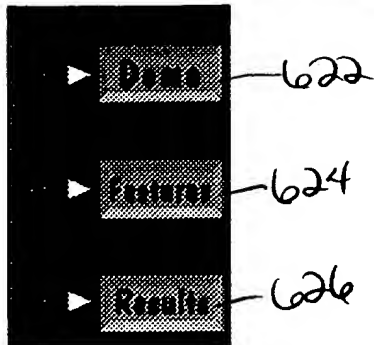
FIGURE 6c

065027.0103

17 of 17

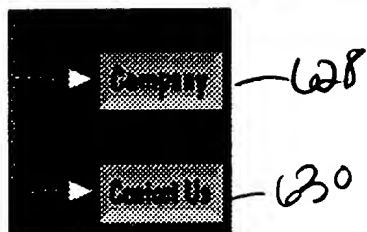
Money Match

WHERE CUSTOMER PROFILING IS FUN AND PROFITABLE



IGNITE SALES

CONNECTING YOUR PRODUCTS TO YOUR CUSTOMERS



↖ 620

FIGURE 60d